



2611

PATENTS  
ST/028 CONT 2

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## PATENT APPLICATION

Applicant(s) : Steven M. Schein et al.  
Application No. : 09/810,324 Confirmation No. :  
Filed : March 16, 2001  
For : SYSTEMS AND METHODS FOR LINKING TELEVISION  
VIEWERS WITH ADVERTISERS AND BROADCASTERS

Group Art Unit :

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

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TRANSMITTAL LETTER

Sir:

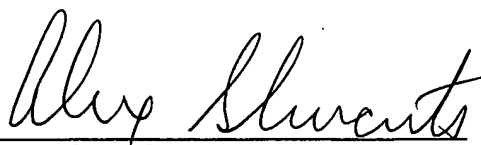
Transmitted herewith is a Revocation of Power of Attorney, New Power of Attorney by Assignee, Change of Correspondence Address, and Change of Attorney Docket Number and a copy of assignment documentation to be filed in the above-identified patent application.

The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. §§ 1.16 and 1.17 in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

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1/23/04  
Claire J. Saintil-van Goodman

Signature of Person Signing

  
Alexander Shvarts  
Registration No. 47,943  
Agent for Applicant(s)  
Fish & Neave  
1251 Avenue of the Americas  
New York, New York 10020-1105  
Tel.: (212) 596-9000



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3/17/04  
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REVOCATION OF POWER OF ATTORNEY,  
NEW POWER OF ATTORNEY BY ASSIGNEE,  
CHANGE OF CORRESPONDENCE ADDRESS,  
AND CHANGE OF ATTORNEY DOCKET NUMBER

Under the provisions of 37 C.F.R. § 3.71, the undersigned assignee of record, by virtue of an assignment for which a copy thereof is attached, of the entire interest in the above-identified patent application, hereby elects to conduct the prosecution of the above-identified patent application to the exclusion of the applicant(s). The assignee hereby revokes any powers of attorney previously granted and appoints Wes Monroe, Esq., Reg. No. 39,778, Raymond Tabandeh, Esq., Reg. No. 43,945, Josephine Chang,

Esq., Reg. No. 46,083, Eric Chen, Esq., Reg. No. 43,542, Jeffrey H. Ingerman, Esq., Reg. No. 31,069, Joseph M. Guiliano, Esq., Reg. No. 36,539, Richard M. Feustel, Esq., Reg. No. 46,698, Alexander Shvarts, Esq., Reg. No. 47,943, and Peter F. Snell, Reg. No. 52,235, its attorneys and agents with power of substitution, and with power of appointment of associate attorneys, and of revocation of their powers, to prosecute this application and any divisions, continuations in whole or in part, renewals and reissues of the same; and to transact all business in the Patent and Trademark Office connected therewith;

and assignee requests that communications be sent to:

Alexander Shvarts  
Fish & Neave  
1251 Avenue of the Americas  
New York, New York 10020-1105

and that telephone calls be directed to:

Alexander Shvarts  
(212) 596-9000

and that the attorney docket number be changed to:

ST/028 CONT 2.

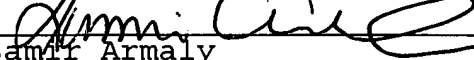
Pursuant 37 C.F.R. § 3.73(b), the undersigned hereby certifies that the evidentiary documents have been reviewed and, to the best of assignee's knowledge and belief, title is in assignee.

Pursuant to 37 C.F.R. § 3.73(b)(2)(i), the undersigned hereby certifies that I am authorized to act on behalf of the assignee.

The undersigned hereby declares that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

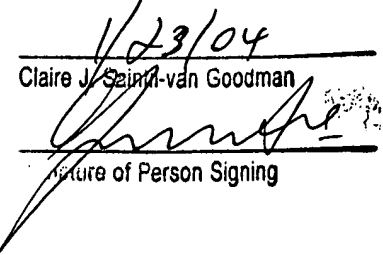
STARSIGHT TELECAST, INC.  
ASSIGNEE

1/16/2004  
Date

By:   
Samir Armaly  
Vice President, Intellectual  
Property & Licensing

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Alexandria, VA 22313-1450 on

1/23/04  
Claire J. Saint-van Goodman

  
Signature of Person Signing

**ASSIGNMENT OF PATENT APPLICATION**

JOINT

WHEREAS, Steven M. Schein of 1326 Hoover Street #10, Menlo Park, California 94536, Sean A. O'Brien of 2939 Richland Avenue, San Jose, California 95125, James J. Leftwich of 131 Hawthorne Avenue #F, Palo Alto, California 94301, and Susan Broughton of 1260 Claremont Court, Tracy, California 95376, hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below identified application for United States Letters Patent:

Title of the Invention: **SYSTEMS AND METHODS FOR LINKING TELEVISION VIEWERS WITH ADVERTISERS AND BROADCASTERS**

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Date(s) of execution of Declaration: \_\_\_\_\_

Technology Center 2600

Filing date: \_\_\_\_\_ Application No.: \_\_\_\_\_; and

WHEREAS, Starsight Telecast, Inc., located at 39650 Liberty Street, 3rd Floor, Fremont, California 94538, hereinafter referred to as "Assignee," is desirous of acquiring an interest in the invention and application and in any Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

**ASSIGNMENT OF PATENT APPLICATION**

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Date: \_\_\_\_\_

4/4/97

  
Steven M. Schein

Date: \_\_\_\_\_

\_\_\_\_\_  
Sean A. O'Brien

Date: \_\_\_\_\_

\_\_\_\_\_  
James J. Leftwich

Date: \_\_\_\_\_

\_\_\_\_\_  
Susan Broughton

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Date: \_\_\_\_\_

\_\_\_\_\_  
**Steven M. Schein**

Date: 4/9/97

\_\_\_\_\_  
*Sean A. O'Brien*  
**Sean A. O'Brien**

Date: \_\_\_\_\_

\_\_\_\_\_  
**James J. Leftwich**

Date: \_\_\_\_\_

\_\_\_\_\_  
**Susan Broughton**



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Date: \_\_\_\_\_

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**Sean A. O'Brien**

Date: 4/4/1997

  
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**Sean A. O'Brien**

Date: \_\_\_\_\_

\_\_\_\_\_  
**James J. Leftwich**

Date: 3-14-97

*Susan Broughton*  
**Susan Broughton**



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